

# Enning Yow

CONTENT | CREATIVE | COMMUNICATIONS • TECH • APAC

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Singapore

Singaporean

## Personal Summary

- 12y+ of content and brand management experience in B2B and B2C, in-house and in agency
  - Includes brand strategy, content development, marketing communications
- 10y+ of creative direction experience including managing design team, brand and creative agencies
- 8y+ at a strategic level guiding regional and national brand communications strategy and campaigns, leading teams of up to 7 people
  - Includes internal and external communications (PR, employee communications, social media)
- 6y+ in project management: up to S\$1.2M budget and 28 people across 4 APAC countries
- Double Bachelor in Economics and Social Science, graduated with the Highest Honours

## Transferable Skills

### STRATEGIC THINKING & INFLUENCING

- Led award-winning brand refresh: 2 Gold, 1 Silver at the Transform Awards Asia Pacific
- Achieved targeted conversion rate of 8% with the launch of new mobility e-commerce website
- Achieved ~60,000 mobile sign-ups organically by creating My4thTelco marketing campaign

### RESULTS-ORIENTED & PROBLEM SOLVING

- Improved creative workflow efficiency by ~50% with new project management system
- Reduced NZ marketing website visitor bounce rate by ~48% with new UX/UI design
- Increased Google organic search traffic by ~33% by launching company blog and writing content

### SELF-STARTER & COLLABORATIVE MINDSET

- Core startup team who built MyRepublic from 20 employees to a profitable business with 250+ employees across 3 markets, 260,000+ subscribers and \$150M+ revenue
- Established in-house Creative Studio, led team of 4 designers managing 400+ jobs annually
- Enabled successful and on-budget launch of mobility business in Singapore in just 6 months

## Professional Experience

Marketing Communications Director, MyRepublic Digital

Singapore

2022 - Present

### KEY TASKS

- Develop brand, marketing and content strategies including online and offline programmes
- Create new company brand identity including brand strategy, visuals and collaterals

- Manage external and internal communications for employees, analysts, partners and media
- Develop, design and manage content for new marketing channels including website, blog, social, email
- Plan and manage annual marketing budget, track financials and marketing metrics

## Head of Creative Studio, MyRepublic

Singapore

2021 - 2022

### ACHIEVEMENTS

- Improved creative workflow efficiency by ~50% with new project management system
- Delivered ~40% cost savings, met production goals by effectively outsourcing creative work
- Reduced NZ marketing website visitor bounce rate by ~48% with new branding design
- Improved branding quality and consistency by implementing a centralised model for creative work
- Established in-house Creative Studio, led team of 4 designers managing 400+ jobs annually

### KEY TASKS

- Led creative direction, copywriting and content editing for the group
- Managed production of creative work, including outsourcing, to meet 3 countries marketing needs
- Brand stewardship coordinating with marketing communications, CX and UX/UI teams
- Implement refreshed brand identity across websites, communications and advertising

## Head of Brand & Communications, MyRepublic

Singapore

2015 - 2021

### ACHIEVEMENTS

- Increased Google organic search traffic by ~33% by launching company blog and writing content
- Led award-winning brand refresh: 2 Gold, 1 Silver at the Transform Awards Asia Pacific
- Earned 97% customer approval with refreshed brand identity
- Enabled successful and on-budget launch of mobility business in Singapore in just 6 months
- Achieved targeted conversion rate of 8% with the launch of new mobility e-commerce website
- Achieved ~60,000 mobile sign-ups organically by creating My4thTelco marketing campaign
- 100% Tier 1 local news media coverage, regional media mentions for new business launches

### KEY TASKS

- Led Singapore's creative and brand team, including design, websites, communications and PR
- Managed production of creative work for country's marketing and communications needs
- Led brand refresh across the group and local levels worked with cross-functional stakeholders
- Expanded brand identity, including new gaming and business sub-brands
- Revamped consumer and business website's branding and content
- Launched and wrote for the company blog, improving website SEO
- Developed new e-commerce website for new mobility business
- Managed communications and creative campaigns for all new business and product launches
- Supervised social media content marketing and community engagement

## Communications Manager, MyRepublic

Singapore

2012 - 2015

### ACHIEVEMENTS

- Helped double customer base in 1 year by managing all content and creative work
- Achieved 100% Tier 1 local news coverage for new product launch
- Successfully managed crisis of product rollout delay, limited impact to 1 negative press article

- Single-handedly launched new marketing website for NZ business launch in 2 weeks on budget
- Improved efficiency of website updates by 80% by implementing website CMS

#### KEY TASKS

- Managed and executed communications strategy and external communications
- Copywriting, design and content writing (including ads, social media posts, press releases)
- Designed brand identity, brand guidelines and brand templates
- Set up email marketing and communications platform, including email templates and processes
- Created and managed content for Singapore and New Zealand websites
- Managed social media and online forums
- Managed Google Adwords and Google display ad campaigns

Copywriter, Green House Design + Communications	Singapore	2010 - 2012
Project Executive, BrandCore	Singapore	2009 - 2010

## Education

- Bachelor of Science (Economics) by Singapore Management University (SG) 2009
- Bachelor of Social Science by Singapore Management University (SG) 2009

## Professional Training

- HubSpot Academy: Content Marketing 2023
- NewCampus Manager Essentials 2021
- Google AdWords Fundamentals, Adwords Display, AdWords Video 2017

## Technical Skills

- Adobe Creative Suite (Adobe Photoshop, Illustrator, inDesign, XD)

## Languages

- English (Native)
- Cantonese, Mandarin (Basic)